

AMENDMENT TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 – 52 (Canceled)

53. (New) A method for using a clearinghouse site, in communication via a communication network with a merchant site having a merchant database and a partner site having a partner database, to allow for an exchange of product data between the merchant site and the partner site, the method comprising:

storing a first set of product data in the clearinghouse database, the first set of data being extracted from the merchant database;

receiving at the clearinghouse site a first registration document that specifies a database format for use by the clearinghouse site in transmitting product data to the partner site, the registration document being transmitted to the clearinghouse site from the partner site via the communication network;

using at the clearinghouse site the first registration document by placing a second set of product data, extracted from the first set of data stored in the clearinghouse database, into database fields that comply with the database format specified in the first registration document; and

transmitting from the clearinghouse site to the partner site via the communication network the formatted second set of product data for storage in the partner site database whereby the stored, second set of product data is made accessible to a consumer visiting the partner site to

thereby allow for viewing at the partner site of information concerning merchant site product offerings without requiring the consumer to visit the merchant site directly.

54. (New) The method as recited in claim 53, comprising transmitting from the clearinghouse site to the merchant site via the communication network a second registration document that specifies a database format for use by the merchant site in transmitting product data to the clearinghouse site; using at the merchant site the second registration document by placing the first set of product data, extracted from the merchant site database, into database fields that comply with the database format specified in the second registration document; transmitting from the merchant site to the clearinghouse site via the communication network the formatted first set of product data; and storing the first set of product data in the clearinghouse database.

55. (New) The method as recited in claim 54, wherein the second registration document specifies an electronic delivery method and transmitting from the merchant site to the clearinghouse site via the communication network the formatted first set of product data comprises using the specified electronic delivery method.

56. (New) The method as recited in claim 53, wherein the first registration document specifies an electronic delivery method and transmitting from the clearinghouse site to the partner site via the communication network the formatted second set of product data comprises using the specified electronic delivery method.

57. (New) The method as recited in claim 53, comprising transmitting from the clearinghouse site to the partner site via the communication network information that functions to correlate the second set of data stored in the partner database to the merchant database from which the first set of product data was extracted.

58. (New) The method as recited in claim 57, comprising transmitting from the clearinghouse site to the partner site via the communication network an address for use in accessing a merchant site web page via the communication network.

59. (New) The method as recited in claim 58, comprising providing access to the merchant site web page in response to a selection of the address by providing from the partner site to the clearinghouse site via the communication network the information that functions to correlate the second set of data stored in the partner database to the merchant database from which the first set of product data was extracted and by using at the clearinghouse site the information to provide access to the merchant site web page via the communication network.

60. (New) The method as recited in claim 59, wherein the merchant site web page comprises a web page for use in accepting orders for one or more products represented by the first set of product data.

61. (New) The method as recited in claim 60, comprising tracking consumer interaction with the merchant site web page to thereby allow for partner site commission payments to be made for purchases of products at the merchant site.

62. (New) The method as recited in claim 54, wherein the second registration document is transmitted from the clearinghouse site to the merchant site via the communication network in response to a request to create an account for the merchant site.

63. (New) A method for using a clearinghouse site, in communication via a communication network with a merchant site and a partner site having a partner database, to facilitate a sale of merchant products from the partner site, the method comprising:

storing a first set of product data in the clearinghouse database, the first set of product data being transmitted to the clearinghouse site from the merchant site via the communication network;

receiving at the clearinghouse site a registration document that specifies a database format for use by the clearinghouse site in transmitting product data to the partner site, the registration document being transmitted to the clearinghouse site from the partner site via the communication network;

using at the clearinghouse site the registration document by placing a second set of product data, extracted from the first set of product data stored in the clearinghouse database, into database fields that comply with the database format specified in the registration document;

transmitting from the clearinghouse site to the partner site via the communication network the formatted second set of product data whereby the partner site stores the second set of product data in the partner database;

receiving at the clearinghouse site a request to access via the communication network a merchant site web page having information relevant to one or more products represented by the

second set of product data stored in the partner database, the request being transmitting to the clearinghouse site from the partner site via the communication network;

facilitating access to the merchant site web page via the communication network by using an identifier received at the clearinghouse site in connection with the request, the identifier linking the second set of product data to the merchant site; and

tracking at the clearinghouse site consumer interaction with the merchant site web page to thereby allow for a commission payment to be made for purchases of merchant products attributable to accessing of the merchant site web page via the partner site.

64. (New) The method as recited in claim 63, wherein the second registration document specifies an electronic delivery method and transmitting from the clearinghouse site to the partner site via the communication network the formatted second set of product data further comprises using the specified electronic delivery method.

65. (New) The method as recited in claim 64, wherein the merchant site web page comprises a web page for use in ordering the one or more of the products.

66. (New) The method as recited in claim 63, wherein tracking consumer interaction with the merchant site web page comprises using a cookie.

67. (New) A method for using a clearinghouse site, in communication via a communication network with a merchant site having a merchant database and a partner site having a partner database, to facilitate a sale of merchant products from the partner site, the method comprising:

storing a first set of product data in the clearinghouse database, the first set of data being transmitted to the clearinghouse site from the merchant site via the communication network;

receiving at the clearinghouse site a first registration document that specifies a database format for use by the clearinghouse site in transmitting product data to the partner site, the registration document being transmitted to the clearinghouse site from the partner site via the communication network;

receiving at the clearinghouse site a second registration document that specifies a database format for use by the clearinghouse site in transmitting product ordering data to the merchant site, the registration document being transmitted to the clearinghouse site from the merchant site via the communication network;

using at the clearinghouse site the first registration document by placing a second set of product data, extracted from the first set of product data stored in the clearinghouse database, into database fields that comply with the database format specified in the first registration document;

transmitting from the clearinghouse site to the partner site via the communication network the formatted second set of product data whereby the partner site stores the second set of product data in the partner database;

receiving at the clearinghouse site from the partner site via the communication network a request to purchase one or more products represented by the second set of product data stored in the partner database, the request including product ordering data;

using at the clearinghouse site the second registration document by placing product ordering data, extracted from the request, into database fields that comply with the database format specified in the second registration document;

transmitting from the clearinghouse site to the merchant site via the communication network the formatted product ordering data whereby the merchant site stores the product ordering data in the merchant database to thereby facilitate product purchasing fulfillment; and

tracking at the clearinghouse site product purchasing fulfillment to thereby allow for a commission payment to be made for purchases of merchant products attributable to a consumer accessing the partner site.

68. (New) The method as recited in claim 67, wherein tracking comprises using a cookie.

69. (New) The method as recited in claim 53, wherein the communication network comprises the Internet.